







## Here and There

The Canadian Pacific liner "Empress of Australia," which played so active and conspicuous a part in rescue work after the Tokio earthquake, is now transferred from the Oriental to the St. Lawrence route.

The output of coal from Canadian mines during April last was 45 per cent. greater than the average for April in the past five years, the figure for April last being 1,312,875 tons, as against a five-year average of 907,238 tons.

Over 30 prominent British bowlers arrived in Canada on the Canadian Pacific liner Melita coming to tour this country at the request of the Dominion Bowling Association. Test matches will be played at numerous points across the Dominion.

Extension of trade between the United Kingdom and Canada is the professed object of Theo. Feilden, director-general of the Empire Trade League and editor-in-chief of the Empire Mail of London, who arrived aboard the Canadian Pacific liner "Empress of Australia," recently.

Fry to the number of 185,000 have been put in the rivers west of here, with the 60,000 which Fisheries Inspector Martin, of Banff, has just planted. The fry were conveyed in large cans, 5,000 to the can, travelling 140 miles with only one death. The fry are of the brown trout variety.

The Western Canada Dairy Convention which includes all dairying interests in the four Western Provinces, will be held in the Hotel Saskatchewan, Regina, from February 7th to 10th next year. This Association will be hosts to both the inter-provincial gathering and the annual provincial dairy convention of Saskatchewan.

The new mammoth pier of the Canadian Pacific Railway was officially opened recently as a feature of Greater Vancouver's celebration of the Diamond Jubilee of Confederation. Numerous mayors and officials of United States and Canadian Pacific coast ports added an international note to the ceremony.

Raising reindeer for commercial purposes in Canada will be undertaken this year by the Dominion Reindeer Co., with headquarters at Vancouver; the company having imported some 5,000 head of reindeer from Alaska. This herd will be located on the vast grazing areas between the Athabasca and Great Slave Lakes on three million acres secured for that purpose.

H. W. Lennox, Inspector for the Dominion Forestry Branch at Indian Head, says: "The demand for trees has been insistent from all over the west. This year we have orders for 8,000,000, as against 6,000,000 in 1923." Following his tour of the west, he said: "I find generally a more settled feeling. People are planning for the future. The old days, when farming was a here today and gone tomorrow affair, have disappeared. Farmers are planting trees, and, wherever a grove of trees is found, there you will find contented homes."

## NEWSPAPER LAW

Excerpts from Newspaper Law, printed for the benefit of any reader who may have mistaken ideas regarding same:

1. A postmaster is required to give NOTICE BY LETTER (returning the paper does not answer the law), if the subscriber does not take the paper out of the office and states the reason for its not being taken.

Any neglect to do so makes the postmaster responsible to the publisher for payment.

2. If any person orders his paper discontinued he must pay all arrears, or the publisher may continue to send it until payment is made and collect the whole amount, whether the paper is taken from the office or not. There can be no legal discontinuance until payment is made.

3. Any person who takes a paper from the post office, whether directed to his name or another, or whether he has subscribed or not is responsible for payment.

4. If a subscriber orders his paper stopped at a certain time and the publisher continues to send it, the subscriber is bound to pay for it if he takes it out of the post office. This follows the sound principle that a man must pay for what he uses.

## SEEING

I see everything I paint in this world, but everything does not see alike. To the eye of a miser a guinea is far more beautiful than the sun, and a bag worn with the use of money has more beautiful proportions than a vine filled with grapes. The tree which moves some to tears of joy is in the eyes of others only a green thing which stands in the way. Some scarce see nature at all. You certainly mistake, when you say that the visions of fancy are not to be found in this world. To me this world is all one continued vision.—William Blake.

## DR. A. W. BOWLES

M.D.C.M. McGill. M.C.P.S. Alta.  
Physician  
and Surgeon  
Phone Office 41, - Residence 40  
GLEICHEN

## GLEICHEN HOSPITAL

MRS. A. V. COCKS, R.N.  
(Registered in the Provinces of  
Saskatchewan and Alberta.)  
Nurse in Charge

VISITING HOURS:  
10 to 4 P.M. — and — 7 to 8 P.M.

P.O. BOX 141  
PHONE 35 — DAY OR NIGHT

MISS E. FRANKTON  
Maternity Nurse

Box 70, Phone 104  
GLEICHEN, ALBERTA

T. H. Beach  
Auctioneer

Sales Conducted any place  
in the Province

FOR TERMS  
Enquire at Gleichen Harness Store.  
Office phone 3 Residence phone 2

## JOHN BOYD, L.L.B.

Barrister Solicitor  
and Notary Public

GLEICHEN, ALBERTA  
(SUCCESSOR TO E. & CORRY)

M. W. MacDONALD, L.L.B.  
BARRISTER-AT-LAW  
ARROWOOD, ALBERTA

Collections a specialty.  
Estates, Loans, Insurance, Mail, Fire  
and Life.  
INVESTMENTS — FARM LANDS

TOWN OF GLEICHEN  
OFFICE HOURS

9 a.m. to 12:30 p.m. and  
2:30 p.m. to 5:30 p.m. Daily

Council meeting second Friday of  
each month at 8 p.m.

This office will be closed as follows:  
Sundays, Statutory Holidays and the  
last fortnight of July each year:

— ALSO —  
First two legal working days of each  
month for meter reading and first two  
legal working days following the  
fifteenth of month for collections, etc.  
PETER MACLEAN,  
Secretary Treasurer.

## GEO. W. EVANS

Undertaking  
And Embalming

## MOTOR HEARSE

Artificial wreaths always on  
hand. Weather extremes  
will not effect these flowers  
in any way.

GLEICHEN, ALTA.

## ROY M. ALLEN

Licensed Auctioneer  
— and Valuator

Will Sell anything You have  
or own  
Phone Rural, Milo  
CLUNY P.O., - ALBERTA

Of course there are a lotta careful  
drivers. Ever try to buy a second-  
hand car whose former owner didn't  
treat it like a baby.

See a tack and let it lay  
And you'll go blithely on your way  
See a tack and pick it up,

— the luck

## THE GLEICHEN CALL

W. PARK EVANS, PROPRIETOR  
Member of the Canadian Weekly Newspapers Association  
Member of the Alberta Press Association

Published every Wednesday in the Heart of a Wonderfully Rich Farming  
and Ranching District.

SUBSCRIPTION, \$2.00 per Year; Foreign Countries \$2.50  
Advertising Rates—Display, 50c. per Column inch first insertion; and 35c.  
for each subsequent insertion. Reading matter accepted only with  
display advertising at 15 cents per line—12 lines to the inch.  
EXCHANGE MUST BE ADDED TO ALL CHEQUES

GLEICHEN, ALBERTA, WEDNESDAY

## YOUR TOWN AND YOU

Your town boosts you. Why not do as well by the town as it does by you? No citizen is so powerful, none so humble, but what the town is an aid to him in some way or other.

The food that he eats, the clothes he wears, the recreation and amusement that he enjoys, all originate in the town because the money with which they are procured is made there.

When a fellow boosts his own town he does not stop there. He is performing an act that improves his own condition, for every good word and every good deed has its elevating influence.

A few people are always home town boosters. They accomplish much in the way of community betterment, and this improves the condition of not only themselves, but also of those who do no boosting at all.

If every citizen would constitute himself a home town booster the result collectively would be many times as great, and opportunities for self improvement would be more numerous.

Think it over in your odd moments. Then get in to the boost wagon and hit the pace.

## NO MORE "DULL" SEASONS

Once an ingenious merchant discovered that the logical time to advertise was when business was slow and in the periodic dull seasons of the year. Ridiculous as it may seem before that discovery the average businessman slowed down in his advertising when business slowed down. He generally ended up the dull seasons with a quarterly sale, but as far as his newspaper advertising was concerned there was no advertising when there was no business.

The modern businessman holds a different conception of the purposes and uses of newspaper advertising. When business is not up to his satisfaction he brings it up through increased advertising so that the merchant, schooled in productive advertising, knows no dull seasons nor diminished business.

There are a few phrases of business which have always been known to all businessmen. Among these are the alternating busy and dull periods of the year, month, week and day. A systematic, effective and economic plan of advertising had to be constructed upon a full knowledge of this business cycle. Business has ever come without coaxing before Christmas, at Easter time, and in the fall. Extensive advertising has been found to be the only remedy for the business depression epidemic between these three rush periods.

People have a habit of confining their shopping to the last of the month the last three days of the week and the later shopping hours of the day.

From experience merchants have learned that newspaper advertising has successfully eliminated the rush periods and spread the volume of business more evenly over the day, week, month and year. It has prevented congestion, simplified salesmanship and merchandising and increased business.

## HIS SIGNATURE GOOD

A story is told of how the late ex-Governor Joseph A. Gilmore of New Hampshire, when he was superintendent of the Concord & Claremont Railroad, once wrote a letter to one of his section bosses who had done something to displease him. All the man could make out was the date and Superintendent Gilmore's signature.

Some time afterward, being in Concord, the man went to call on the superintendent at his office.

"Hello, John, how do you do?" said Mr. Gilmore. "Well, what are you doing now?"

"Why, I'm up here on the same section, Mr. Gilmore," replied John.

"What, said Mr. Gilmore, didn't you get a letter from me?" naming the date.

"Why, yes, certainly," answered John.

"Well, didn't you know that was a letter of dismissal?"

"Letter of dismissal!" cried the astonished John. "No! I couldn't make it out, except that it was from headquarters and signed by you sir. But after some study I concluded it was a pass. As none of the conductors on the road could read it, they all accepted my statement that it was a pass from Mr. Gilmore, and I have been riding on it ever since."

John kept his place on the section.

## Here and There

Alberta is now the largest producer of oil and gas in Canada. In 1925 the production of gas amounted to approximately 9,000,000 thousand cubic feet, and the production of oil 183,000 barrels.

Louis Kon, trade delegate to the Union of Soviet Socialist Republics, confirms the report that an order for \$1,000,000 worth of binder twine has been placed with a Brantford firm. Other large orders for Canada are pending.

During the season of 1926 over 36,000 square miles of mineralized areas in the Dominion were mapped out by means of aerial photography, according to the Department of Natural Resources at Ottawa. This is one of the most important uses to which aerial photography has been adapted.

A bill to establish a fish, game and wild life sanctuary in the interior of Nova Scotia has been passed in the Legislature. The sanctuary is to be located at the intersection of the counties of Annapolis, Digby, Yarmouth and Shelburne-Queens. Others may follow in other parts of the province in the near future.

A large single shipment of motor oil, a solid trainload of 26 cars of Marvelube, left Sarnia for various points in the west, but mostly for Vancouver. The oil is a Canadian-manufactured product which has been developed within the past year. At Fort William the special train was handed over to the Canadian Pacific Railway for exhibition along its lines.

Announcement of the offer of two scholarships annually by E. W. Beatty, chairman and president of the Canadian Pacific Railway, and Chancellor of McGill University, to the first male candidate in Greek and Latin, and to the highest male candidate in mathematics entering the University, was made recently by Sir Arthur Currie, principal of McGill. A prize of \$500 is attached to each scholarship.

According to the department of Colonization and Development of the Canadian Pacific Railway, there is every indication that there will be a great increase in the number of immigrants coming to Canada this year compared with the number locating during 1926. It has been estimated that immigration figures for this year will be almost double those of the past year. Since the first of the present year Canadian Pacific liners have brought to Canada approximately 15,000 new settlers.

Little Betty Jane (in the country for the first time): "Oh, Mama, look at the cute little green snake." Mom: "Mamma (ditto): 'Put it down at once. It might be just as dangerous as a ripe one.'"

## Regina's New Hostelry



1. The Library. 2. Tea Room. 3. "Hotel Saskatchewan".

The new hotel was conceived and designed with two considerations always uppermost in the minds of its creators; the maximum of comfort and convenience for its guests and a pleasing architectural effect. With the desired result in mind the architects have developed a design which is singularly pleasing and which will be regarded as one of the most beautiful buildings in Western Canada.

The exterior of the building is designed in Georgian style, the first two storeys above the street being faced with Tyndale stone, quarried near Winnipeg. The main entrance has been treated with Corinthian pilasters.

The Hotel is an eleven-storey building, containing 216 bedrooms with baths, and many beautiful public rooms and administrative offices. Two storeys with space for more guest rooms have been left uncompleted.

One of the most pleasing rooms in the Main Lobby is overlooking the Park. The treatment of this room has a Spanish character, the antique decorated plaster, and large carved fire-place giving it a pleasing effect. The ceiling is heavily beamed and paneled.

The Ball Room, of a George Adams design, is on the first floor, as are also, the Lounge, the Library and the Writing Room.

The mechanical equipment is of the most modern design, all the services being practically self-contained. The hotel has its own refrigeration and electrical generating plants.

MAKING A CONVENIENCE OF A  
BUSINESS

Many there are who make of a legitimate and well-established business nothing but a convenience—a place from which to get further afield. They do not hesitate to send their good money away for many things they need, and which could just as satisfactorily and much more promptly be supplied by their home merchants and dealers. No business, no matter of what nature, can long exist on this sort of patronage. Nor is it fair to expect that it should. The public expect to receive services as and when they demand it; but many do not do their part in making this possible.

There are manufacturing industries with fairly complete equipment which, because of such lack of consideration, are idle much of the time. It must be patent to all that a busy plant can operate much more cheaply than one which is working only on part time. Therefore it should be the policy of all to place their business of whatever kind it may be with the local plant or factory to the end that it may be kept reasonably busy and thus be in a position to give its best service.

When it is printed matter of any kind,  
remember the plant and equipment of

THE GLEICHEN CALL



**BANK MONEY ORDER**

FOR sending money by mail Royal Bank Money Orders are safe, convenient and economical.

Also issued payable in United States dollars and Sterling

**The Royal Bank of Canada**

Gleichen Branch • D. Hutchison, Manager

WE RECOMMEND

**New England Investment Trust, Inc.**  
Collateral Trustee Shares

**AVERAGE 7 1/2% YIELD**

80 Leading Companies — 20 Leading Industries  
Safety — Marketability — Profit Possibilities

**O.C. ARNOTT COMPANY Ltd.**  
INVESTMENT BANKERS

ROYAL BANK CHAMBERS PHONE M6718 CALGARY

**WANTED**

Listings of **FARMLANDS** in This District

**HENDERSON & MALLORY**  
GLEICHEN, Alberta.

**Get a Combine Certainly but get the best**

The Qualifications of the **HOLT**

**EXPERIENCE:** 40 years of Combined Harvester manufacturing.

**DESIGN:** The proven "Holt" method of separation Constant Agitation.

**QUALITY:** Adherence to high standards of material and workmanship.

**SERVICE:** A Complete organization of eager-to-serve dealers.

Light, Strong Safe, Sure, Economical, Learn more about the long-lived grain-saving "HOLT".

Get full particulars from your dealer  
"BUILT BETTER TO SERVE BETTER"

**"HOLT" COMBINED HARVESTER**

R. L. CAMPBELL, Caterpillar & "HOLT" Agent.  
QUEENSTOWN, — — ALBERTA

**FRANK TWEED**  
Gleichen's Decorator

I would desire all those contemplating having any painting, decorating, paper hanging etc., done this fall to arrange their wants with me as early as possible and avoid any disappointing delays caused by earlier commitments.

**DELAY MEANS DECAY**

**MICHAEL'S SHOP PHONE 52, GLEICHEN.**

**COMING EVENTS**

Ads under Coming Events 25c per count line, unless otherwise advertised in The Call.

Sept. 1—Gleichen Public School opens.

Sept. 10—Made in Canada Sale, Gleichen Community Hall dining Room, 3 p.m. refreshments in evening

Sept. 22—50th Anniversary of Signing of Blackfoot Indian Treaty.

Sept. 23—Gleichen District Annual School Fair.

**MISCELLANEOUS**

Notice under this heading 15 words or under 50c, first insertion and 25c. each subsequent insertion—3 weeks \$1. Over 15 words one cent per word for each insertion.

When any brands have to be cut a charge of 35c. each is made.

Brand reading notices \$1.50 each animal, three insertions. Over 15 words 1 cent per word extra each insertion.

In order to insure publication CASH MUST accompany each notice.

**STRAY**—Black horse, weight about 1500 lbs. A few white hairs on forehead, white collar marks, one hind foot partly white. No brand. Apply M. B. Scott, Gleichen R 1407, Carleton Place, P. O. 2241

**WANTED TO RENT**—A piano Apply Phone 126. 201

**FOR SALE**—One 8-foot Massey-Harris binder, fully rebuilt, all new Harris binder, fully rebuilt, all new canvas. W. Sutermeister, Massey-Harris agent, phone 44, Gleichen.

**LOST**—Man's watch "Zenith" Find. er, please, leave at post-office. Reward W. Sutermeister, Phone 44, Gleichen.

**A Home School in the Far West**



**Mount Royal College**  
Geo. W. Kerby, B.A., D.D., Principal  
For boys and girls, young men and young women. Public and High School courses, Commercial, Music, Art, Expression. Special combined courses. Staff of 18 teachers. Individual attention, supervised study; cultural and moral training, Christian atmosphere; outdoor and indoor sports. Rates, including board, tuition and laundry, school year \$465.00 Fall term September 7th. Write Registrar, Mount Royal College, Calgary, Alberta.

**FURS**

We carry the largest and finest range of FURS in Western Canada.

**FRAFT THE FURRIER**  
Corner 12th Ave., 1st St. West  
CALGARY, Alta. (Est. 1908)

**TOWN AND DISTRICT.**

Read what Stabback & Brown have to tell you in this issue.

Mrs. W. P. Pinder has returned home from spending a couple of weeks with friends at Banff.

The next regular meeting of the Gleichen Masonic Lodge will be held on Tuesday night, Sept. 13th.

Now is the time to advertise if ever and let the folks know what you have to offer—the buyers want to know.

Walter Gately was down from Calgary Monday looking after his Gleichen interests. He wears the same broad smile.

Mrs. Walter McKay left Saturday night for her home in Ireland, having received a cable stating her mother was dangerously ill.

Speaking of concealed weapons isn't it about time all manufacturers of tanks were shot, quartered and hung?

Miss Lucy Marshall, of Calgary, is visiting Mr. and Mrs. Arthur Renaud. She is a Gleichen born girl with many friends in this district.

Rev. C. R. Corcoran, who has been attending the School of Religion in Calgary will return home during the week and will preach on Sunday.

O. Desjardine stated Monday evening he was prepared to start no less than ten binders at work on his 400 acre wheat chop, and it is a good one.

Harvest hands are arriving daily from east and west and many have found employment here, but most of the farmers are now pretty well supplied.

Now who could have found fault with the farmer who cut his grain last Sunday? More especially when it was such a beautiful day and Monday so wet and gloomy, and many a farmer has waited years to harvest just such a wonderful crop.

Dave McBean states that in three days he and his son with their binders cut 200 acres of wheat finishing Saturday night and more of it was stacked at the same time—Dave and his son are great hustlers. It is a dandy crop too, but this is only a start on what he still has to cut.

Wm. Service should by rights be the happiest man in all the land. Mrs. Service presented him with twin boys at the Gleichen Hospital Sunday evening, August 28th, and all are doing fine. We believe this is the first twins the new town of Arrowood can boast of. Congratulations Billy.

**Preserving Fruit of High quality—Price Right.** N. T. PURCELL, Gleichen. 20th

The United Church Circle will hold a "Made-in-Canada" sale on Saturday, September 10th, at 3 p.m. in the Community Hall Dining Room. The goods offered for sale have all been donated by Canadian Manufacturers and are being sold at reasonable prices. Watch for further announcements.

Gleichen golfers visited Rockyford in a friendly game of golf, last Sunday, Rockyford winning by two points. The boys report a real good time. Rockyford will pay a return visit in the near future.

Ronald Elder believes in hustling when the harvest is on and is running a tractor 24 hours a day and he has a lot of good wheat this year to cut.

This time last year we not only had the weather to contend with, but an election. There is always something to be thankful for.

Splashes of printers ink now and then helps for a time, but even spread has continuous effect.

Shelf worn goods is the merchant's bug-bear—Advertise them and get new goods.

Read Frank Tweed's ad in this issue. He is right "Delay Means Decay."

The steady ad is the one that counts but it should be fresh.

Just think how hard Scratch was scratching this time last year.

A lot depends on the weather mar these days.

It is steady advertising that counts.

**ST. ANDREW'S CHURCH**

Sept. 4th, 1927.  
12th Sunday after Trinity.  
Children's service at 3 p.m.  
Evening service 7:30 p.m.  
Leslie D. Bachelor, in charge.

Please take notice that there will be no Sunday school next Sunday morning. Mr. Bachelor will hold special children's service in the afternoon at 3 p.m. The parents are specially requested to try and attend this service, also any other adults who care to attend.

St. Andrew's W. A. will meet at the home of Mrs. L. A. Pifer on Thursday afternoon, Sept. 1st, at 3 p.m.

**THE UNITED CHURCH**

Rev. C. R. Corcoran, Minister.  
Sunday Sept. 4th  
Gleichen:  
Church school at 11 a.m.  
Public worship 7:30 p.m.  
Arrowood:  
Service of worship and teaching at 10:30 a.m.  
Cluny:  
Service of teaching and worship at 2:30 p.m.

for Economical Transportation

**CHEVROLET**

See **THE GREATEST Value** IN CHEVROLET HISTORY

**QUALITY** has always come first with Chevrolet. And never before has the Chevrolet insistence upon quality been so strikingly exemplified as now!

Improvement where improvement was possible! Refinement where refinement could be made! Grace and beauty added to the Chevrolet quality of rugged endurance! Chevrolet has left no stone unturned in the building up of Chevrolet QUALITY... quality which has won Chevrolet the greatest automobile sales volume in the world today.

And, Chevrolet has used its popularity, its huge production, its vast resources, to effect substantial savings in purchasing and manufacturing costs—and Chevrolet is sharing these savings with the buyer, in the form of new and lower prices.

Come in today. Learn that the Most Amazing Quality and the Lowest Prices in Chevrolet History constitute the greatest Value that even Chevrolet has ever offered.

**New and Lower Prices**

Touring	645	Sedan	850
Roadster	645	Landau Sedan	915
Sport Roadster	720	Imperial Landau Sedan	955
Coupe	765	1-Ton Truck Chassis	635
Cabriolet	875	Roadster Delivery	645
Coach	750	Commercial Chassis	485

Prices at Factory, Oshawa, Ontario—Taxes Extra

**A. L. BURROWS, DEALER,**  
**N. T. NIXON, SALES MANAGER**  
GLEICHEN, ALTA., Phone 28

**THE MOST AMAZING Quality in CHEVROLET HISTORY**

**MAH JIM BUYS A B LAUNDRY TAKES POSSESSION ON SEPTEMBER 15, 1927**

any business or accounts contracted before that date in the name of A B Laundry.

Dated at Gleichen the 29th day of August, 1927.

**MAH JIM**

And so the earth is losing speed. Well, that sounds hopeful. Perhaps it is on the up-grade.

"--and fill the horn"--so said they in the old days

"--it takes HORN to fill"--says the modern man who knows what.

**Geo. Moss**  
Local Agent  
Phone 27

**BIG HORN BREWING CO. LIMITED**

**School Opening Week**

The store where the boys of all ages can be completely outfitted at moderate cost.

We carry a full range of the following:  
Boys Suits, Shoes, Jerseys  
Sweaters, Stookings  
Underwear, Blazers  
Odd Pants, Caps  
Etc.

We will be pleased to have the mothers call and look these different lines over.

**STABBACK & BROWN**  
Men's and Boys' Outfitters